

1 CONTENT PROVISION, DISTRIBUTION, REGISTRATION, MANAGEMENT,
2 and REPRODUCTION

3 ABSTRACT

The present invention provides methods, systems and apparatus for aggressive business content use and control purposes, using media properties that powerfully convey content. An example embodiment includes an advertisement and/or other content distribution system comprising: a content provider system, for providing for a user terminal content to which an identifier has been added; the user terminal, for receiving the content, via a network, from the content provider system, and for identifying and outputting, to the network, the identifier added to the content; an advertiser system, for the distribution to the user terminal, based on the identifier output by the user terminal, of a predetermined advertisement via the network; and an agent server system, for managing the identifier added to the content, and for employing the identifier, output by the user terminal, to transmit an advertisement distribution trigger to the advertiser system for the distribution of the predetermined advertisement.